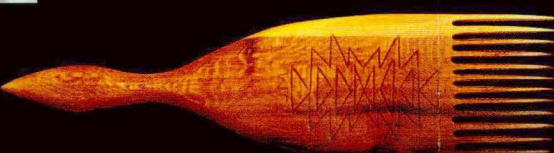




John Lorenzo Hubbell popularized a geometrically designed rug that was primarily red and became known as a Ganado Red.



A Bridge Between Cultures



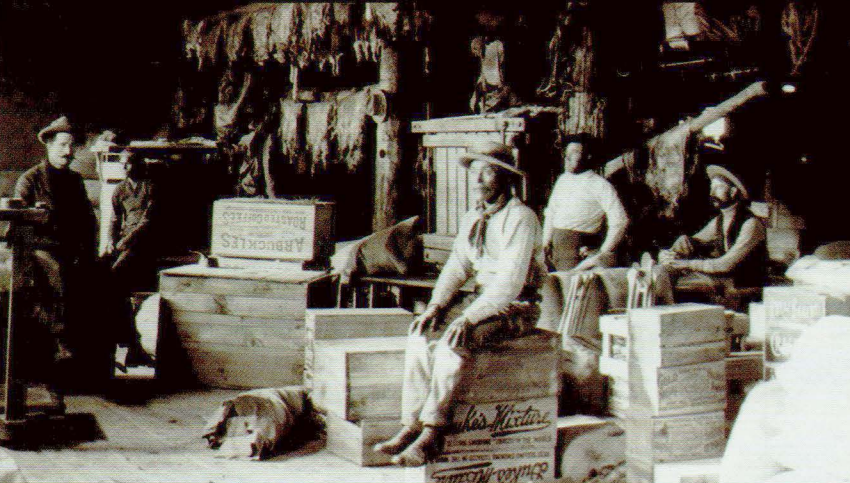
John Lorenzo Hubbell trades for a Navajo blanket in front of the trading post in the 1890s.



Hubbell Trading Post in 1915.

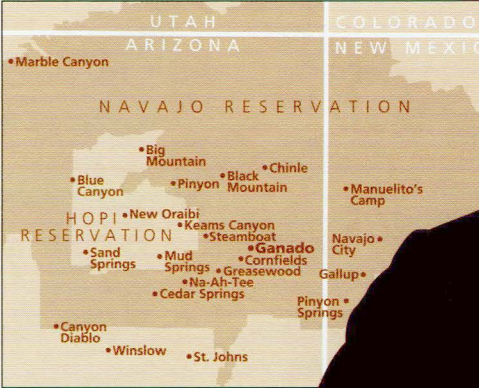


The trading post bullpen (trading area) in 1949. Except for a change of stove and products on the shelves, the bullpen remains the same.

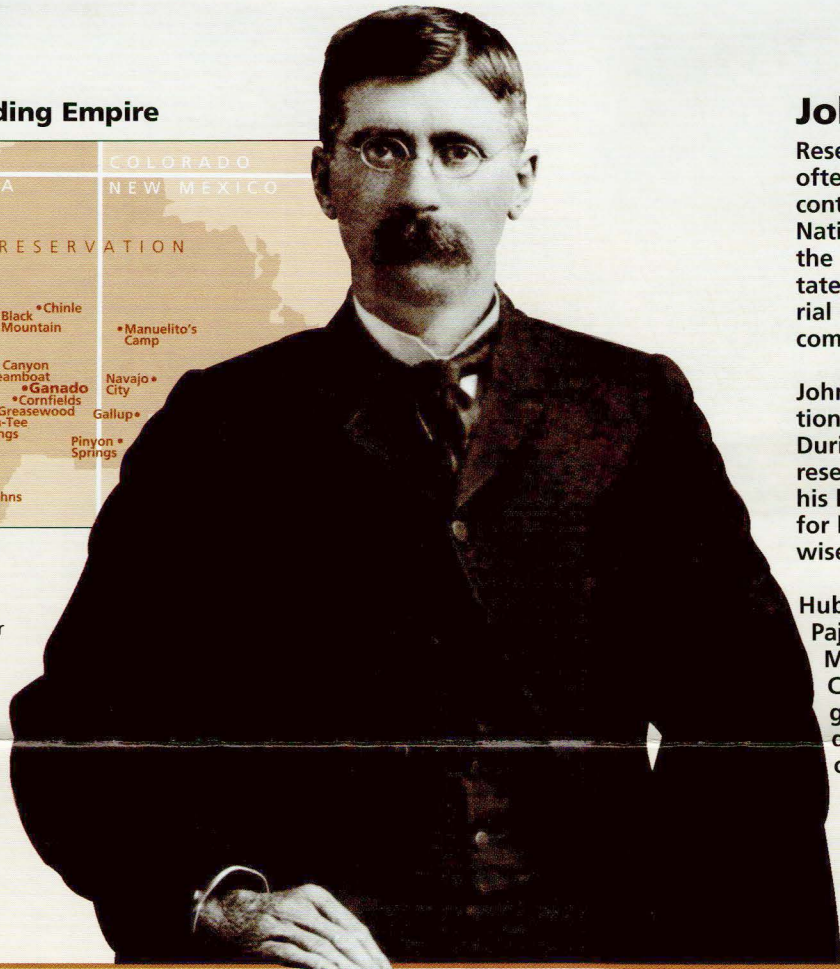


The trading post wareroom, shown here about 1885, stored tobacco, coffee, crackers, ax handles, blankets, harnesses, and other dry goods. Hubbell is at left.

The Hubbell Trading Empire



John Lorenzo Hubbell was one of the most respected and well-known Navajo traders of his day. At various times, together or separately, he and his two sons owned 30 trading posts (23 of which are located on the map above), wholesale houses in Gallup and Winslow, several ranches and farms, business properties, and stage and freight lines.



John Lorenzo Hubbell: Trader and Friend to the Navajo

Reservation trading posts were often the only direct point of contact between Native and non-Native Americans until well into the 20th century. Traders facilitated rapid changes in the material culture of American Indian communities.

John Lorenzo Hubbell's contribution as a trader was significant. During his half century on the reservation, he was known for his honesty in business dealings, for his hospitality, and for his wise counsel to the Navajo.

Hubbell was born in 1853 at Pajarito, in what was then New Mexico Territory, the son of a Connecticut Yankee who had gone to New Mexico as a soldier and married into a family of Spanish descent. John

Lorenzo learned the ways and the language of the Navajo while traveling in the southwest and while employed as a clerk and interpreter at various military and trading posts. In 1879 he married Lina Rubi of Cebolletta, N. Mex. They had four children: two daughters, Adela and Barbara, and two sons, John Lorenzo, Jr., and Roman.

Hubbell—"Don Lorenzo" to local hispanics, *Naakaili Sani* (Old Mexican) or *Nak'ee sinili* (Eyeglasses) to the Navajo—began trading here in 1876. From the beginning, Navajo people gathered at the post, where Hubbell acted not only as their merchant but served as their liaison to the world beyond the reservation. As a trusted friend, he translated and wrote letters, settled family quarrels, explained government policy, and helped the sick. When

a smallpox epidemic swept the reservation in 1886, he worked night and day caring for the sick and dying, using his own home as a hospital.

"Out here in this country," said Hubbell, "the Indian trader is everything from merchant to father confessor, justice of the peace, judge, jury, court of appeals, chief medicine man, and de facto czar of the domain over which he presides." While his goal was to make money, he believed that if he prospered, the Navajo would, too.

"The first duty of an Indian trader," Hubbell believed, "is to look after the material welfare of his neighbors; to advise them to produce that which their natural inclinations and talent best adapts them; to treat them honestly and insist upon getting the same treatment from them . . . to find a market for their products and vigilantly watch that they keep improving in the production of same, and advise them which commands the best price."

Explorers, artists, writers, and scientists enjoyed the atmosphere at Hubbell's Ganado trading post and the hospitality of John Lorenzo himself. His career as a trader spanned critical years for the Navajo. He came to

Ganado when they were struggling to adjust to reservation life after returning to their country following the brutal ordeals of the 1864 "long walk" to *Hweeldi* (Fort Sumner) in New Mexico Territory and subsequent four-year confinement at Bosque Redondo on the Pecos River.

When John Lorenzo Hubbell died on November 12, 1930, he was buried on Hubbell Hill overlooking the trading post. Buried next to him are his wife, Lina Rubi, and his closest Navajo friend, *Bi'lii Lani* (Many Horses). Following Navajo custom, Hubbell's grave is not marked.



Hubbell's freight wagons, often loaded with sacks of wool and hides, traveled between his various trading posts and his wholesale warehouse in Gallup, N. Mex.



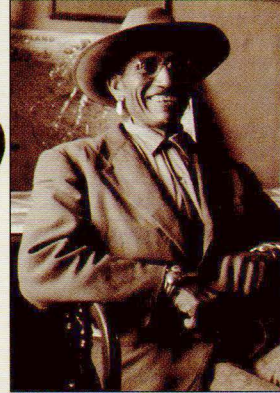
Hubbell sits between former President Theodore Roosevelt and an unknown photographer at Walpi, Ariz., in 1913.



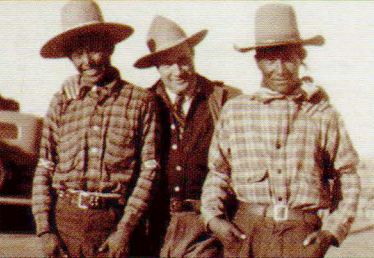
John Lorenzo Hubbell, Jr., standing at right with a Navajo family in 1915, managed several posts that traded to both the Navajo and the Hopi. Like his father, he, too, was noted for his hospitality to travelers.



Hubbell's trading post in California, the most distant of his business enterprises. The year is 1927.



Roman Hubbell, shown here between Navajo friends Ganado and Chis Chili, operated a trading post in Gallup. He also ran a tour service for visitors to Navajo country to supplement his income when trading revenues declined during the Depression years.



Friday Kinlichee, a Navajo medicine man born in 1895, worked at Hubbell Trading Post most of his life. He was the post's gardener from 1915 until he retired in the late 1800s.

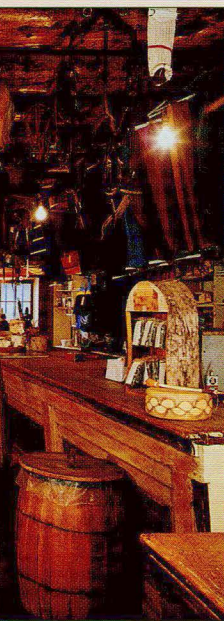
Of Bullpen Bargaining and Southwest Hospitality



The Hubbell home reflected the Navajo and the Southwest. Bookcases overflowed with rare and invaluable collections of Americana. Navajo rugs lay everywhere. The rooms were filled with priceless reminders of a courageous pioneer family, their remarkable customers, and the Native American culture with which they lived.

pelts, and turquoise and silver jewelry for groceries, tobacco, tools, cloth, and other items. The post was a center for news and gossip, and no effort was made to hurry trade.

Hubbell Trading Post is typical of the old trading posts. The main trading area (above), with its rectangular iron stove, is called



the bullpen, and its appearance has changed little in the last 100 years. Shelves filled with coffee, flour, sugar, calico, pocket-knives, and canned goods stand behind tall counters. Hardware and harnesses hang from the ceiling.



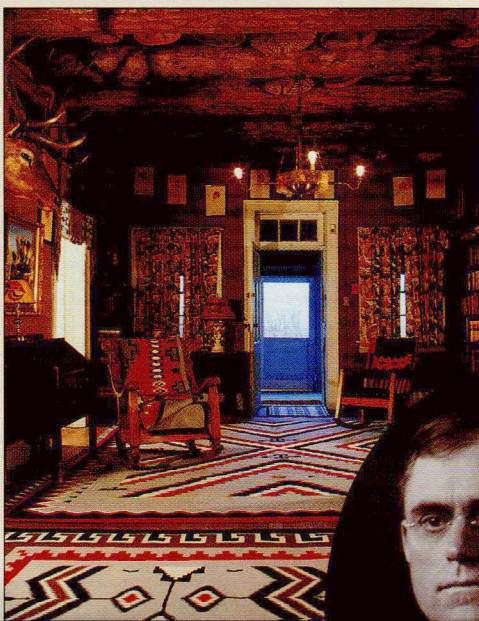
Besides introducing many new products to the Navajo, traders were vital intermediaries between the tribe and the non-Indian community. The traders' support of government programs—like education, livestock improvement, and modern medical care—was essential to their acceptance. Some traders, like Hubbell, helped

the Navajo obtain government aid in building dams and irrigation projects. Hubbell hired many Navajo to drive his freight wagons, help plant crops, and clerk in some of his stores. He donated a small parcel of his land for the construction of a Navajo school.

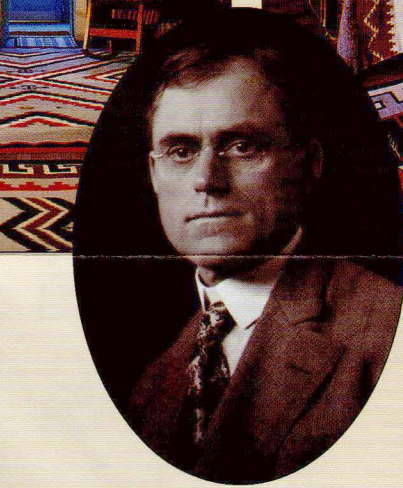
Hubbell had an enduring influence on Navajo rug weaving and silversmithing, constantly demanding and promoting excellence in craftsmanship.

The Hubbell rug room (above) contains many stacks of varicolored blankets and rugs displaying the skill of Navajo weavers. From the large ceiling beams

hang baskets made by many southwestern tribes, saddles and saddle bags, bridles, and Indian water jugs. On the walls are small framed paintings of Navajo rug designs, commissioned by Hubbell from his artist friends as examples for the weavers to follow.



The Hubbell home reflects the Navajo and the Southwest. Bookcases overflow with rare and invaluable collections of Americana. Navajo rugs lie everywhere. The rooms are filled with priceless reminders of a courageous pioneer family, their remarkable customers, and the Native American culture with which they lived.



Elbridge Ayer Burbank, whose red conté crayon portraits of Navajos and Ganado residents grace the walls of many rooms in the Hubbell home,



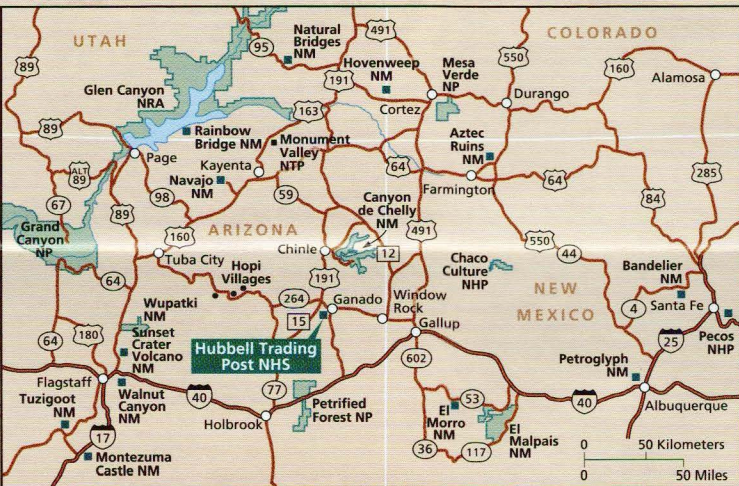
Nearly every person of note who traveled in or through northeast Arizona stopped at the Hubbell Trading Post at Ganado: politicians, generals, archeologists, anthropologists, artists, writers, and photographers. Theodore Roosevelt, Nelson A. Miles, Lew Wallace, Maynard Dixon, and Mary Roberts Rinehart were among the distinguished visitors to whom Don Lorenzo provided free room and board. The photograph above shows one of several guest bedrooms in the Hubbell home.

except Thanksgiving, December 25, and January 1.

For More Information
Hubbell Trading Post
National Historic Site
P.O. Box 150
Ganado, AZ 86505
928-755-3475
www.nps.gov/hutr

Welcome to Hubbell Trading Post

Hubbell Trading Post is the oldest continuously operating trading post in the Navajo Nation. It is located one mile west of Ganado and 55 miles northwest of Gallup, N. Mex. It can be reached by Arizona 264 from the east and west and by U.S. 191 from the north and south.



Take your time exploring the site. There is much to see here. Begin at the visitor center, where National Park Service rangers can answer your questions about what to see at Hubbell and nearby areas. A bookstore, exhibits, and demonstrations of rug weaving and other native arts and crafts may also be seen at the visitor center.

Tours of the Hubbell Home are offered daily by park rangers, and a booklet is available for a self-guided tour of the Hubbell Homestead (see the drawing below).

Inside the trading post, explore the jewelry room, the rug room, and the bullpen. Listen as the Navajo and English languages combine with

those of visitors from all over the world in a continuation of the Hubbell tradition as a meeting place of cultures.

The park provides public restrooms, a drinking fountain, and picnic tables. No camping or overnight facilities are available.

For Your Safety Do not allow your visit to be spoiled by an accident. Be cautious when walking around the grounds. Floors and steps are often uneven. Please maintain close supervision of your children.

Hubbell Trading Post National Historic Site is open daily from 8 a.m. to 5 p.m. (8 a.m. to 6 p.m. in summer)

except Thanksgiving, December 25, and January 1.

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